



From: Office of the Mayor

Latoya Hunter, Acting Director of Communications
& Media Relations | Office of the Mayor
(216) 664-4303

Nancy Kelsey, Social Media and Digital
Communications Manager | Office of the Mayor
(216) 664-3691

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City of Cleveland Announces 2020 Goals for West Side Market

CLEVELAND – The City of Cleveland today released its 2020 goals for the City’s treasured West Side Market (WSM). The goals span capital, administrative, economic development, marketing and other improvements.

“As we look forward to 2020, the City of Cleveland does not take lightly its important role as the West Side Market’s owner and operator,” said Darnell Brown, Chief Operating Officer for the City of Cleveland. “We are committed to preserving this iconic landmark for future generations and look forward to working with our valued tenants to meet our goals.”

Below are some of the City of Cleveland’s strategic goals for 2020:

- Assess online and delivery platforms to fulfill customer orders
- Incorporate and respond to the public’s survey responses to expand WSM’s social capacity
- Plan for underutilized second floor spaces for new educational, entrepreneurial and social purposes
- Diversify tenants and products at the WSM
- Expand vision for arcade pavilion to diversify product and develop seating options
- Improve relationships with tenants through the tenants board
- Strengthen safety and security plans
- Improve WSM linkages and accessibility with wayfinding signage
- Integrate cost-effective means for vendors and Market to be more environmentally friendly
- Collaborate on innovative ways to attract new customers and improve customer retention
- Design and complete planned capital improvements
- Create an informative customer concierge area for pick-up orders and deliveries
- Develop comprehensive WSM programming plan
- Create new revenue streams via trademarked merchandise, room rentals, events, etc.
- Build a retail incubator program to attract and support new small businesses similar to Mayor Frank G. Jackson’s Neighborhood Transformation Initiative GlenVillage site at E. 105 St. in the Glenville Neighborhood

A big part of the Market’s future success will lie not only with the City of Cleveland but also with its valued partners – WSM’s remarkable tenants.

“In executing our goals, we are committed to strengthening our relationships with you, our existing partners, as well as building new relationships. It will take time and collective efforts from the City of Cleveland and our partners to transform WSM,” said Market manager Felicia Hall in a memo sent to tenants today.

WSM was built more than 107 years ago. As with many historic structures, it requires ongoing maintenance and upgrades to align with today's building standards and best business practices. The City of Cleveland does not take this responsibility lightly. Over the past six years, the City has made more than \$5.4 million in capital repairs. Repairs are made on a critical-first basis according to the allotted annual capital budget. Recent repairs include the installation of new boilers, improvements to some electrical systems, a new parking lot, roof repairs, new cooling systems and more.

[Click here to read the capital plan and Hall's memo.](#)

About the City of Cleveland

The City of Cleveland is committed to improving the quality of life for its residents by strengthening neighborhoods, delivering superior services, embracing diversity and making Cleveland a desirable, safe city in which to live, work, play, and do business. For more information on the City of Cleveland, visit online at www.clevelandohio.gov, Twitter at @cityofcleveland or Facebook at www.facebook.com/cityofcleveland.